



WEWS

# ORDER

Flight Dates **10/23/12-10/29/12**

Contract / Revision      **304829 /**

Original Date / Revision  
07/16/12    08/24/12

Advertiser **Crossroads GPS**

Agency    **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Product

**Crossroads GPS. 10.23-10.29.12**

Agency Com    15%

Billing Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **1007**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Daniel Baylog     | 100%   |            |          |

| Order Share %     | Market Value           |
|-------------------|------------------------|
| Competing Station | % of Order      Amount |
| CABLE             | %                      |
| UNKWN             | 100%                   |
| WBNX              | %                      |
| WDLI              | %                      |
| WEAO              | %                      |
| WGGN              | %                      |
| WJW               | %                      |
| WKYC              | %                      |
| WMFD              | %                      |
| WOAC              | %                      |
| WOIO              | %                      |
| WQHS              | %                      |
| WUAB              | %                      |
| WVIZ              | %                      |
| WVPX              | %                      |

## Order Totals

## Billing Plan

| Month         | # of Spots | Net Amount         | Gross Amount        | Rating      | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|---------------|------------|--------------------|---------------------|-------------|------------|----------|---------|-------------|--------------|
| October 2012  | 62         | \$68,467.50        | \$80,550.00         | 0.00        | 10/01/12   | 10/28/12 | 62      | \$68,467.50 | \$80,550.00  |
| November 2012 | 14         | \$17,255.00        | \$20,300.00         | 0.00        | 10/29/12   | 10/29/12 | 14      | \$17,255.00 | \$20,300.00  |
| <b>Totals</b> | <b>76</b>  | <b>\$85,722.50</b> | <b>\$100,850.00</b> | <b>0.00</b> |            |          |         |             |              |

|       |      |                   |                 |                              |                   |                |             |     |               |          |     |      |      | <u>Totals</u> |            |
|-------|------|-------------------|-----------------|------------------------------|-------------------|----------------|-------------|-----|---------------|----------|-----|------|------|---------------|------------|
| Ln    | Ch   | Start             | End             | Inventory Code               | Break             | Start/End Time | Days        | Len | Spots         | Rate     | Pri | Rtg  | Type | Spots         | Amount     |
| N 1   | WEWS | 10/23/12          | 10/29/12        | M-F GMC 6-7a<br>M-F GMC 6-7a | CM                | 6-7a           | MTWTF--     | :30 | 6             | \$850.00 | P-2 | 0.00 | NM   | 7             | \$5,950.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |          |     |      |      |               |            |
| Week: |      | 10/22/12          | 10/28/12        | - TWTF--                     | 6                 |                | \$850.00    |     | 0.00          |          |     |      |      |               |            |
| Week: |      | 10/29/12          | 11/04/12        | M-----                       | 1                 |                | \$850.00    |     | 0.00          |          |     |      |      |               |            |
| N 2   | WEWS | 10/23/12          | 10/29/12        |                              | CM                | 7-9a           | MTWTF--     | :30 | 8             | \$900.00 | P-2 | 0.00 | NM   | 10            | \$9,000.00 |



**WEWS**

Print Date: 09/24/12

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Contract / Revision      **304829**      Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision    07/16/12/   08/24/12

Order Sep    00:20:00

Advertiser    **Crossroads GPS**

Product **Crossroads GPS. 10.23-10.** Estimate #    **1007**

|                          |      |                   |                 |                          |       |                |         |     |                   |             |     |               | <u>Totals</u> |             |
|--------------------------|------|-------------------|-----------------|--------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|---------------|-------------|
| Ln                       | Ch   | Start             | End             | Inventory Code           | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg Type      | Spots         | Amount      |
| M-F GMA 7-9a             |      |                   |                 |                          |       |                |         |     |                   |             |     |               |               |             |
| M-F GMA 7-9a             |      |                   |                 |                          |       |                |         |     |                   |             |     |               |               |             |
|                          |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |               |             |
| Week:                    |      | 10/22/12          | 10/28/12        | - TWTF--                 |       |                |         |     | 8                 | \$900.00    |     | 0.00          |               |             |
| Week:                    |      | 10/29/12          | 11/04/12        | M-----                   |       |                |         |     | 2                 | \$900.00    |     | 0.00          |               |             |
| N 4                      | WEWS | 10/23/12          | 10/29/12        | M-F 1-2p                 | CM    | 1-2p           | MTWTF-- | :30 | 5                 | \$850.00    | P-1 | 0.00 NM       | 6             | \$5,100.00  |
| M-F 1-2p                 |      |                   |                 |                          |       |                |         |     |                   |             |     |               |               |             |
|                          |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |               |             |
| Week:                    |      | 10/22/12          | 10/28/12        | - TWTF--                 |       |                |         |     | 5                 | \$850.00    |     | 0.00          |               |             |
| Week:                    |      | 10/29/12          | 11/04/12        | M-----                   |       |                |         |     | 1                 | \$850.00    |     | 0.00          |               |             |
| N 5                      | WEWS | 10/23/12          | 10/29/12        | M-F 4-5p Dr. OZ          | CM    | 4-5p           | MTWTF-- | :30 | 4                 | \$1,000.00  | P-2 | 0.00 NM       | 5             | \$5,000.00  |
| M-F 4-5p Dr. Oz          |      |                   |                 |                          |       |                |         |     |                   |             |     |               |               |             |
|                          |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |               |             |
| Week:                    |      | 10/22/12          | 10/28/12        | - TWTF--                 |       |                |         |     | 4                 | \$1,000.00  |     | 0.00          |               |             |
| Week:                    |      | 10/29/12          | 11/04/12        | M-----                   |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |               |             |
| N 6                      | WEWS | 10/23/12          | 10/29/12        | M-F 5-6p News            | CM    | 5-6p           | MTWTF-- | :30 | 8                 | \$2,000.00  | P-1 | 0.00 NM       | 9             | \$18,000.00 |
| M-F 5-6p News            |      |                   |                 |                          |       |                |         |     |                   |             |     |               |               |             |
|                          |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |               |             |
| Week:                    |      | 10/22/12          | 10/28/12        | - TWTF--                 |       |                |         |     | 8                 | \$2,000.00  |     | 0.00          |               |             |
| Week:                    |      | 10/29/12          | 11/04/12        | M-----                   |       |                |         |     | 1                 | \$2,000.00  |     | 0.00          |               |             |
| N 7                      | WEWS | 10/23/12          | 10/29/12        | M-F 6-630p News          | CM    | 6-630p         | MTWTF-- | :30 | 2                 | \$2,500.00  | P-1 | 0.00 NM       | 3             | \$7,500.00  |
| M-F 6-630p News          |      |                   |                 |                          |       |                |         |     |                   |             |     |               |               |             |
|                          |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |               |             |
| Week:                    |      | 10/22/12          | 10/28/12        | - TW----                 |       |                |         |     | 2                 | \$2,500.00  |     | 0.00          |               |             |
| Week:                    |      | 10/29/12          | 11/04/12        | M-----                   |       |                |         |     | 1                 | \$2,500.00  |     | 0.00          |               |             |
| N 8                      | WEWS | 10/23/12          | 10/29/12        | M-F 7-730p               | CM    | 7-730p         | MTWTF-- | :30 | 4                 | \$1,200.00  | P-2 | 0.00 NM       | 10            | \$12,000.00 |
| 7-730p The List          |      |                   |                 |                          |       |                |         |     |                   |             |     |               |               |             |
|                          |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |               |             |
| Week:                    |      | 10/22/12          | 10/28/12        | - TWTF--                 |       |                |         |     | 8                 | \$1,200.00  |     | 0.00          |               |             |
| Week:                    |      | 10/29/12          | 11/04/12        | M-----                   |       |                |         |     | 2                 | \$1,200.00  |     | 0.00          |               |             |
| N 9                      | WEWS | 10/23/12          | 10/29/12        | M-F 730-8P               | CM    | 730-8p         | MTWTF-- | :30 | 4                 | \$1,200.00  | P-2 | 0.00 NM       | 10            | \$12,000.00 |
| 730-8p Let's Ask America |      |                   |                 |                          |       |                |         |     |                   |             |     |               |               |             |
|                          |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |               |             |
| Week:                    |      | 10/22/12          | 10/28/12        | - TWTF--                 |       |                |         |     | 8                 | \$1,200.00  |     | 0.00          |               |             |
| Week:                    |      | 10/29/12          | 11/04/12        | M-----                   |       |                |         |     | 2                 | \$1,200.00  |     | 0.00          |               |             |
| N 10                     | WEWS | 10/23/12          | 10/29/12        | M-F 1135p-1202a Nightlir | CM    | 1135p-1207x    | MTWTF-- | :30 | 4                 | \$1,000.00  | P-2 | 0.00 NM       | 5             | \$5,000.00  |
| M-F 1135p-1202a Nightlir |      |                   |                 |                          |       |                |         |     |                   |             |     |               |               |             |
|                          |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |               |             |
| Week:                    |      | 10/22/12          | 10/28/12        | - TWTF--                 |       |                |         |     | 4                 | \$1,000.00  |     | 0.00          |               |             |
| Week:                    |      | 10/29/12          | 11/04/12        | M-----                   |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |               |             |
| N 11                     | WEWS | 10/23/12          | 10/29/12        | M-SU 11-1135P Late News  | CM    | 11-1135p       | MTWTFSS | :30 | 5                 | \$3,000.00  | P-1 | 0.00 NM       | 4             | \$12,000.00 |
| M-SU 11-1135P Late News  |      |                   |                 |                          |       |                |         |     |                   |             |     |               |               |             |
|                          |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |               |             |
| Week:                    |      | 10/22/12          | 10/28/12        | - TWT---                 |       |                |         |     | 3                 | \$3,000.00  |     | 0.00          |               |             |
| Week:                    |      | 10/29/12          | 11/04/12        | M-----                   |       |                |         |     | 1                 | \$3,000.00  |     | 0.00          |               |             |
| N 14                     | WEWS | 10/28/12          | 10/28/12        | SU GMA 8-9A              | CM    | 8-9a           | -----S  | :30 | 2                 | \$900.00    | P-1 | 0.00 NM       | 2             | \$1,800.00  |
| SU GMA 8-9A              |      |                   |                 |                          |       |                |         |     |                   |             |     |               |               |             |
|                          |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |               |             |
| Week:                    |      | 10/22/12          | 10/28/12        | -----S                   |       |                |         |     | 2                 | \$900.00    |     | 0.00          |               |             |
| N 15                     | WEWS | 10/28/12          | 10/28/12        | SU 6-630p News           | CM    | 6-630p         | -----S  | :30 | 2                 | \$1,600.00  | P-1 | 0.00 NM       | 2             | \$3,200.00  |
| SU 6-630p News           |      |                   |                 |                          |       |                |         |     |                   |             |     |               |               |             |
|                          |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |               |             |
| Week:                    |      | 10/22/12          | 10/28/12        | -----S                   |       |                |         |     | 2                 | \$1,600.00  |     | 0.00          |               |             |



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Order Sep    00:20:00

Advertiser    **Crossroads GPS**

Product **Crossroads GPS. 10.23-10.29.12** Estimate #    **1007**

|  |      |          |          |                                    |       |                |         |     |       |            |     |      |      | <u>Totals</u> |                     |
|--|------|----------|----------|------------------------------------|-------|----------------|---------|-----|-------|------------|-----|------|------|---------------|---------------------|
| Ln   | Ch   | Start    | End      | Inventory Code                     | Break | Start/End Time | Days    | Len | Spots | Rate       | Pri | Rtg  | Type | Spots         | Amount              |
| N 15   | WEWS | 10/28/12 | 10/28/12 | SU 6-630p News<br>SU 6-630p News   | CM    | 6-630p         | -----S  | :30 | 2     | \$1,600.00 | P-1 | 0.00 | NM   | 2             | \$3,200.00          |
| N 16   | WEWS | 10/29/12 | 10/29/12 | M-Su 630-7p WNT<br>M-Su 630-7p WNT | CM    | 630-7p         | M-----  | :30 | 1     | \$2,500.00 | P-1 | 0.00 | NM   | 1             | \$2,500.00          |
| <div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>    <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u><br/>           Week: 10/29/12    11/04/12    M-----    1    \$2,500.00    0.00         </div> <div> <u>Spot</u>    <u>Ch</u>    <u>Date Range</u>    <u>Description</u>    <u>Start/End Time</u>    <u>Weekdays</u>    <u>Length</u>    <u>Rate</u>    <u>Rtg</u>    <u>Type</u><br/>           1 WEWS 10/29/12-11/04/12 M-Su 630-7p WNT    630-7p    M-----    :30    <del>(\$2,500.00)</del>    0.00    NM<br/>                 See MG 16.2<br/>                 [N/A ON ENTRY]         </div> <div>           2 WEWS 10/29/12-10/29/12 M-Su 630-7p WNT    630-7p    M-----    :30    \$2,500.00    0.00    NM<br/>                 Ⓜ MG for 16.1 10/29<br/>                 [N/A ON ENTRY]         </div> </div> |      |          |          |                                    |       |                |         |     |       |            |     |      |      |               |                     |
| N 17   | WEWS | 10/23/12 | 10/29/12 | SA GMA 8-9a<br>SA GMA 8-9a         | CM    | 8-9a           | -----S- | :30 | 2     | \$900.00   | P-1 | 0.00 | NM   | 2             | \$1,800.00          |
| <div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>    <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u><br/>           Week: 10/22/12    10/28/12    -----S-    2    \$900.00    0.00<br/>           Week: 10/29/12    11/04/12    -----    0    \$0.00    0.00         </div> </div>   |      |          |          |                                    |       |                |         |     |       |            |     |      |      |               |                     |
| <b>Totals</b>  |      |          |          |                                    |       |                |         |     |       |            |     |      |      | <b>76</b>     | <b>\$100,850.00</b> |